

## ORDER



**Orders**  
**Order / Rev:** 170116  
**Alt Order #:**  
**Product Desc:** Week #1 Add - 2  
**Estimate:**  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/02/12  
**Order Type:** GENERAL

## KSTP-TV, LLC and KSAX-TV

**Primary AE:** Anjie Brady  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Shorr, Johnson, Magnus  
**Buying Contact:** Mike D'ettorre  
**Billing Contact:**  
 1831 Chestnut St Ste 602  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Tammy Baldwin 4 Senate  
**Demographic:** A25-54  
**Product Codes:** PL1  
**Priority:** 2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	42	\$28,550.00	\$24,267.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$28,550.00	\$24,267.50	0.00
<b>Totals</b>	<b>42</b>	<b>\$28,550.00</b>	<b>\$24,267.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$28,550.00
Market	100%	\$114,200.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$28,550.00
KMSP	25%	\$28,550.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$28,550.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	22--2--	:30	6	\$500.00	2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----2--			2		\$500.00		0.00				
		Week: 11/05/12	11/11/12	22-----			4		\$500.00		0.00				
E 2	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11--1--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Tammy Baldwin 4 Senate  
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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11--1--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$400.00		0.00			
3	M	11/02/12	11/06/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	11--1--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$400.00		0.00			
E 4	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	11--1--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$350.00		0.00			
E 5	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	1---1--	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$350.00		0.00			
E 6	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1---1--	:30	2	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	M-F 430-5p News		430-5p	-----F----	:30		<del>(\$400.00)</del>		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	1-----		1				\$400.00		0.00			
E 7	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	:30	2	\$700.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	M-F 5-530p		5-530p	-----F----	:30		<del>(\$700.00)</del>		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	1-----		1				\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	M	11/05/12-11/11/12	M-F 5-530p		5-530p	M-----	:30		<del>(\$700.00)</del>		0.00	NM		
				Credited											
E 8	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---1--	:30	2	\$1,100.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	M-F 6-630p		6-630p	-----F----	:30		<del>(\$1,100.00)</del>		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	1-----		1				\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	M	11/05/12-11/11/12	M-F 6-630p		6-630p	M-----	:30		<del>(\$1,100.00)</del>		0.00	NM		
				Credited											
E 9	M	11/02/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1---1--	:30	2	\$1,050.00	2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,050.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,050.00		0.00			
E 10	M	11/02/12	11/06/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$8,000.00		0.00			

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	M	11/02/12	11/06/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$8,000.00		0.00			
E 12	M	11/02/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	----1--	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,350.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$8,000.00		0.00			
E 13	M	11/02/12	11/06/12	SU GMA Su GMA	CM	7-8a	-----1	:30	1	\$600.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	SU GMA		7-8a	-----Su	:30		<del>(\$600.00)</del>		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	-----		0				\$8,000.00		0.00			
E 14	M	11/02/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$8,000.00		0.00			
E 15	M	11/02/12	11/06/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$8,000.00		0.00			
E 16	M	11/02/12	11/06/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$600.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	SA GMA		7-8a	-----Sa-	:30		<del>(\$600.00)</del>		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	-----		0				\$8,000.00		0.00			
N 17	M	11/05/12	11/06/12	M-F 430-5a News M-F 430-5a News	CM	430-5a	MT-----	:30	3	\$250.00	1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3				\$250.00		0.00			
N 18	M	11/05/12	11/06/12	M-F 2-3p 9/10-TFN Katie	CM	2-3p	MT-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$900.00		0.00			
N 19	M	11/04/12	11/04/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----S	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$425.00		0.00			
N 20	M	11/04/12	11/04/12	Sun 1135p-1205a According to Jim	CM	1135p-1205a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$350.00		0.00			
N 21	M	11/03/12	11/04/12	Sa 1105p-1205a 9/1-12/1 Castle	CM	1105p-1205a	-----S-	:30	2	\$350.00	1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$350.00		0.00			
N 22	M	11/03/12	11/04/12	Sa 1205-105a 9/1-12/1 Private Practice	CM	1205-105am	-----S-	:30	2	\$250.00	1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$250.00		0.00			

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N22	M	11/03/12	11/04/12	Sa 1205-105a 9/1-12/1 Private Practice	CM	1205-105am	-----S-	:30	2	\$250.00	1	0.00	NM	2	\$500.00
N23	M	11/05/12	11/05/12	M-F 1236-106a thru 1/7 According to Jim	CM	1236-106a	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$325.00		0.00			
N24	M	11/05/12	11/05/12	M-F 1132p-1236a thru 10 Jimmy Kimmel	CM	1132p-1236a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$500.00		0.00			
N25	M	11/03/12	11/03/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$750.00		0.00			
N26	M	11/05/12	11/06/12	M-F 3-4p Twin Cities Live	CM	3-4p	MT-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	MT-----		1				\$350.00		0.00			
N27	M	11/04/12	11/04/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$450.00		0.00			
													Totals	42	\$28,550.00